

Inspire Consumers Spark Sales



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Attention marketing *no longer* works



We are living in a *different* era

Attention span
2010



>



12s

9s

Attention span
2019

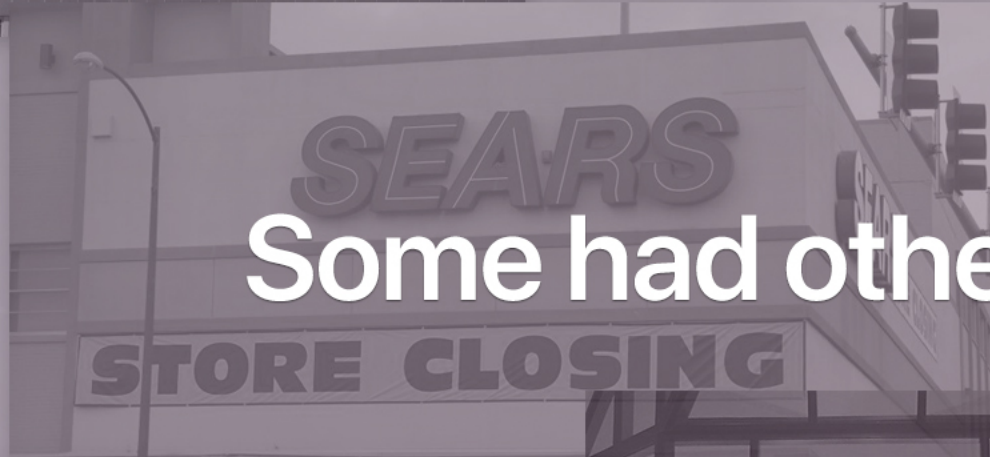


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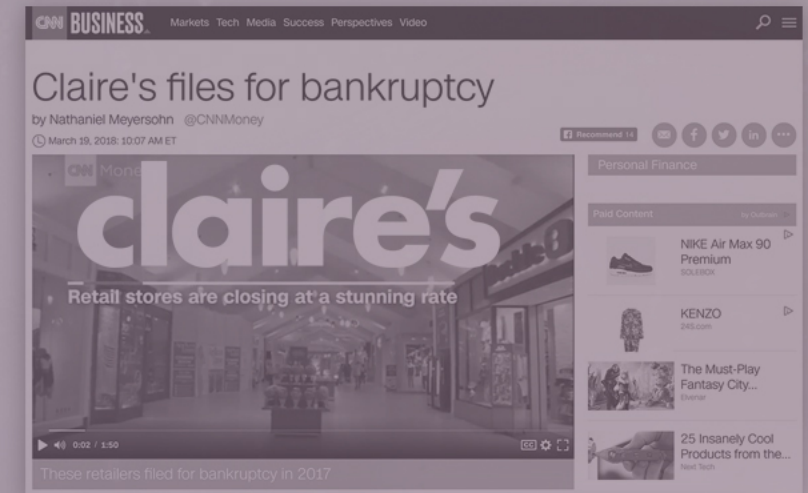
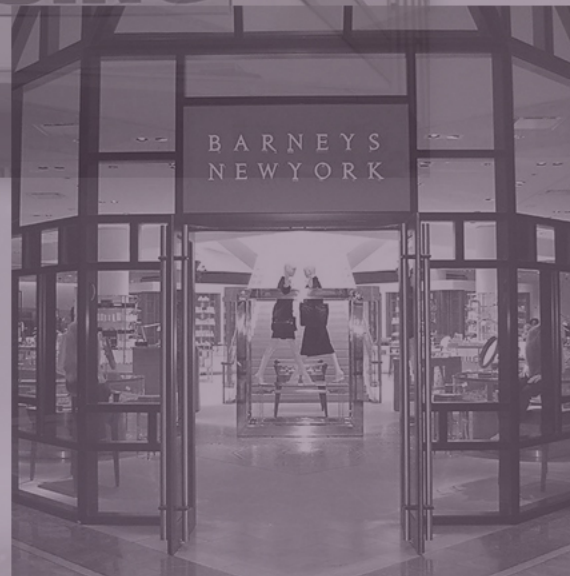


8s

9s



Some had other *priorities*





© CBS NEWS NEWS ▾ HURRICANE DORIAN ▾ SHOWS ▾ LIVE ▾

DIESEL

Diesel, jeans company known for pricey denim, goes bankrupt

BY AIMEE PICCHI
MARCH 6, 2019 / 9:47 AM / MONEYWATCH

f t i

- Denim clothing maker Diesel USA declared bankruptcy, citing mounting financial losses and bad investments
- The company says store thefts and fake invoices are also hurting its performance
- Diesel plans to eventually exit bankruptcy and even open additional stores

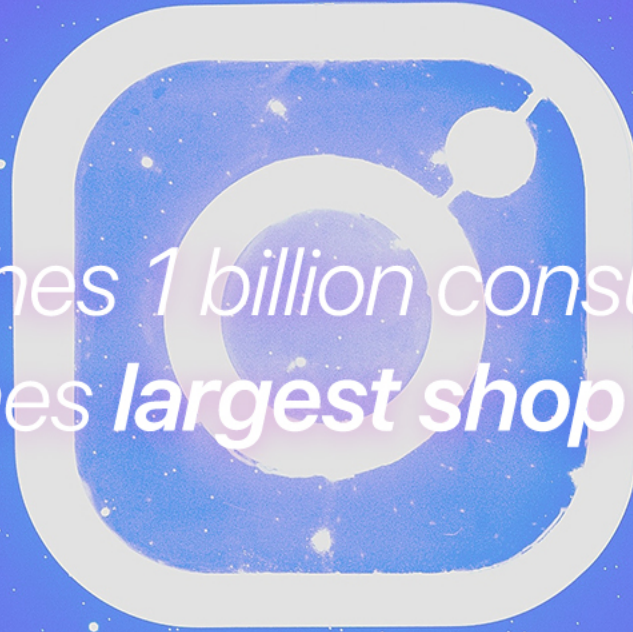


Some had other *priorities*



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These are the *winners* today



*Instagram reaches 1 billion consumers per month
and becomes **largest shop in the world***

These are the *winners* today

Nike's retail **tech investment** drives
35% digital revenue **growth**



What is the *common* theme?



Start from the *intention* of your consumers...

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... and take them through the *full* funnel

Awareness

Interest

Desire

Action

Intention marketing brings marketers and consumers *together*



Educate



Experience



Engage



Create



Manage



Learn

CONSUMER

MARKETER

Old vs New

Attention marketing

CAMPAIGNS

PASSIVE

PUSH

REACH

1 TO MANY



Intention marketing

ALWAYS ON

ACTIVE

PULL

INTENT

1 TO 1 AT SCALE

A portrait of Didier Ongena, General Manager Microsoft BeLux, is the background of the slide. He is a middle-aged man with short, graying hair, wearing a dark suit jacket over a light-colored shirt. He is looking slightly to the left with a gentle smile.

"Spott has developed a platform that is making the life of marketers very exiting, and seamless in the eyes of the consumer."
- Didier Ongena, General Manager Microsoft BeLux

"Spott enables consumers to go from inspiration to action with a clear impact on conversion & average basket value."

- Daniele Sghedoni, Benetton Group
E-Commerce Manager

UNITED COLORS
OF BENETTON.

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Intention marketing is here

The way we do marketing has fundamentally changed

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A photograph of a person's legs from the knees down, wearing dark denim jeans and black sneakers with white laces and white soles. The person is standing on a light-colored sidewalk. The background is heavily blurred, showing indistinct shapes of trees and foliage. The entire image has a soft, hazy purple tint. The text "Are you ready?" is centered over the lower half of the image.

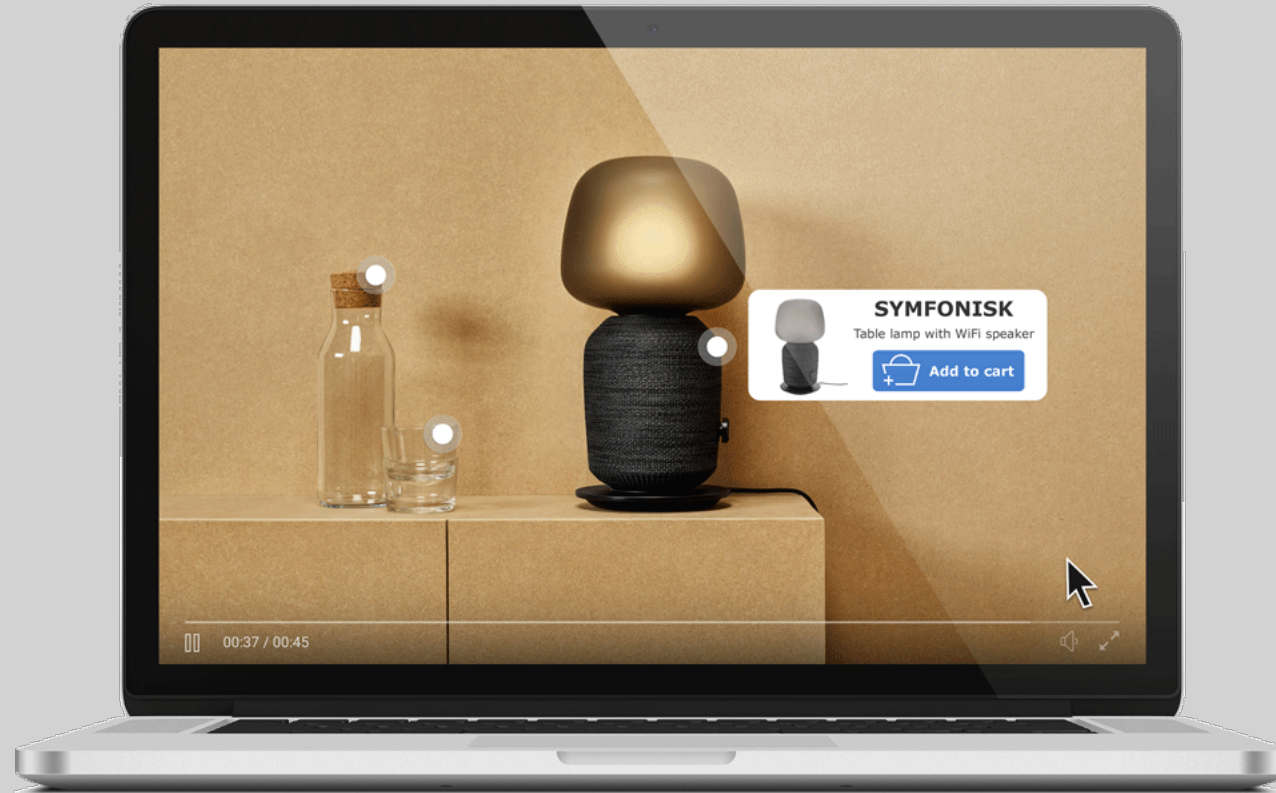
Are you ready?

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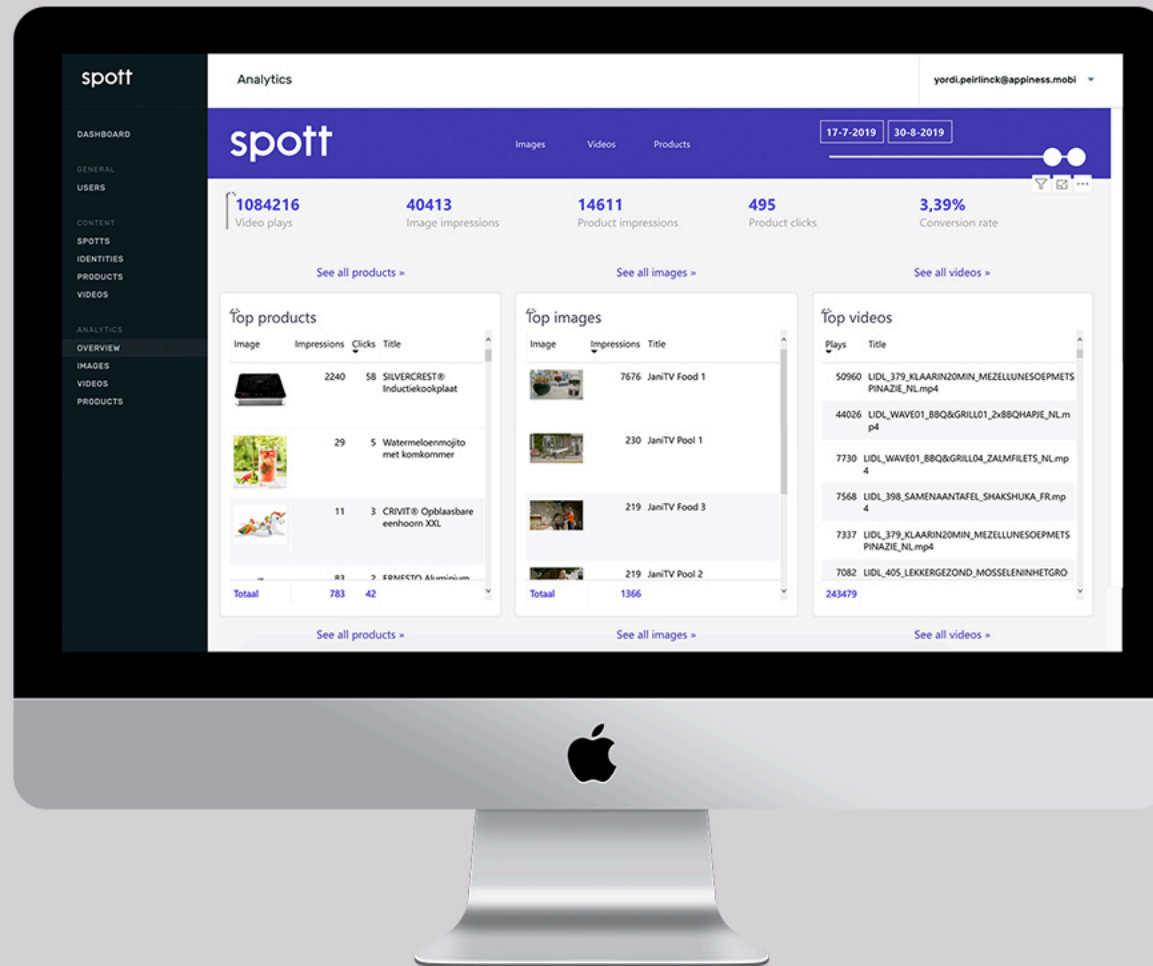
Spott is an *intuitive* SaaS platform



Allowing consumers to go from *inspiration to action*



Increasing the ROI for any marketer



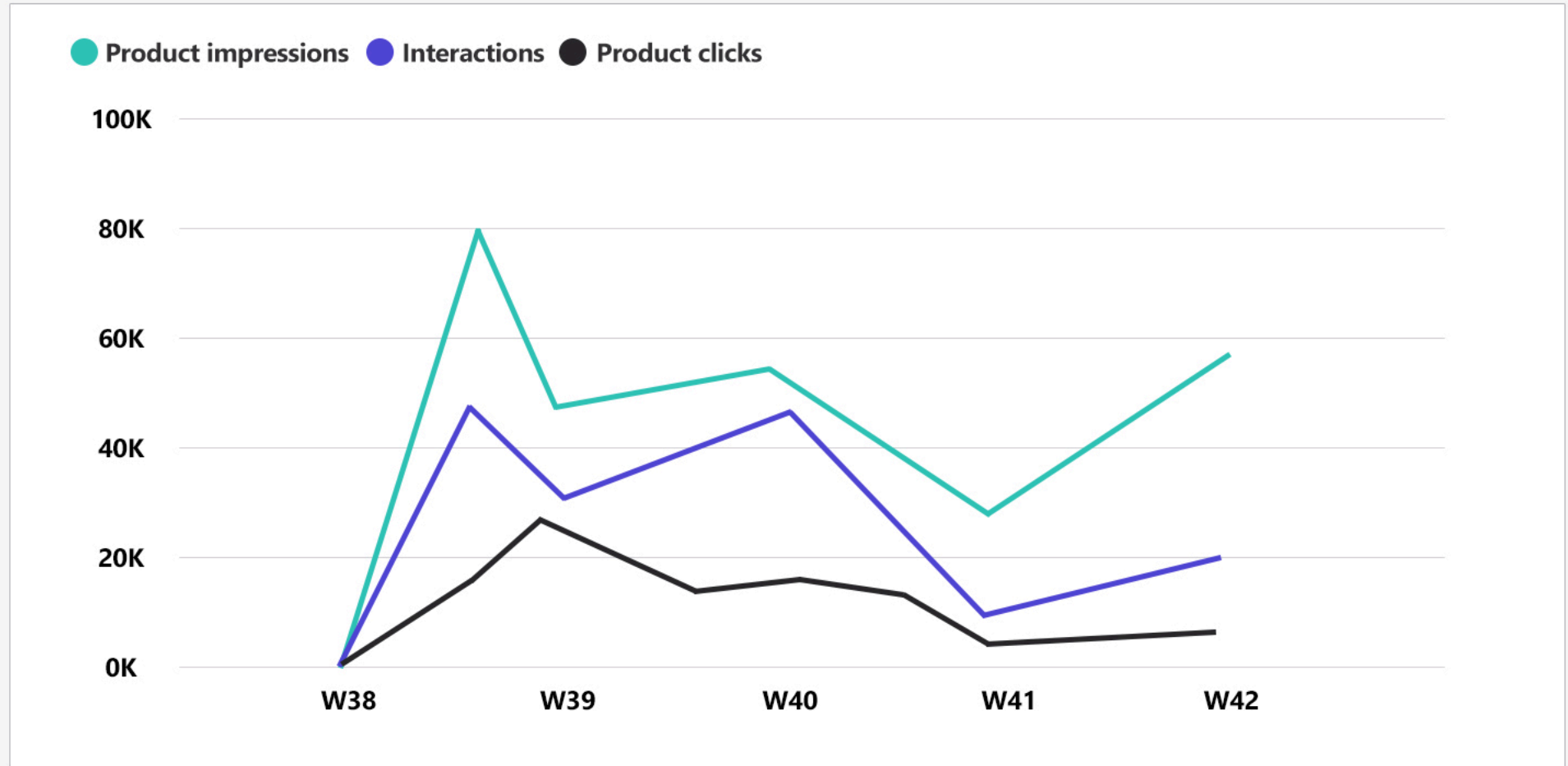
360° view on content impact

Timeline

Country

Domain

Channel



Data available in 3 dimensions

PRODUCTS



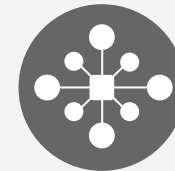
What are the most viewed products?

CONTENT



What are your top performing assets?

CHANNELS



Which channels are performing the best?

With proven success metrics*



> 30%

Interaction Rate



> 3%

Click throughs



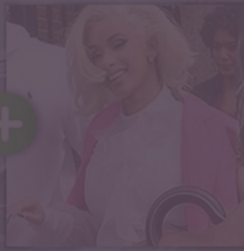
> 10%

Conversion that lead to
actual purchase

For an affordable price

Silver	MOST POPULAR Gold	Platinum
€ 1500/mo <small>annual contract</small>	€ 3500/mo <small>annual contract</small>	Let's talk <small>annual contract</small>
Discover the added value generated by interactivity on some of your content	Understand & maximize the ROI of interactivity on all your content	Have a full integration of Spott services in your day-to-day services & tools
Includes:	Everything in Silver, plus:	Everything in Gold, plus:
<ul style="list-style-type: none">✓ 1 interactivity type✓ Product database synchronisation✓ Basic performance dashboard✓ Email & chat support	<ul style="list-style-type: none">✓ 3 interactivity types✓ Full access to solutions for media enrichment & -management✓ Automated video to picture generator✓ In-content engagement✓ Full business intelligence solution (reporting)✓ Dedicated success manager	<ul style="list-style-type: none">✓ Customized interactivity types✓ 3rd party integrations✓ Customized BI-solution (reporting)✓ Premium support & services
Chat with us	Request a demo	Request a demo

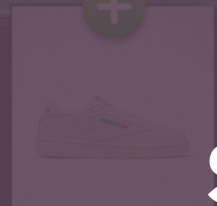
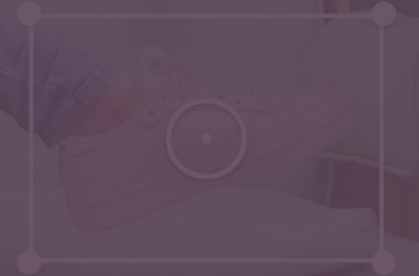
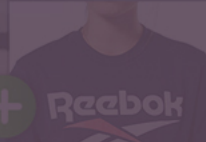
Use Cases



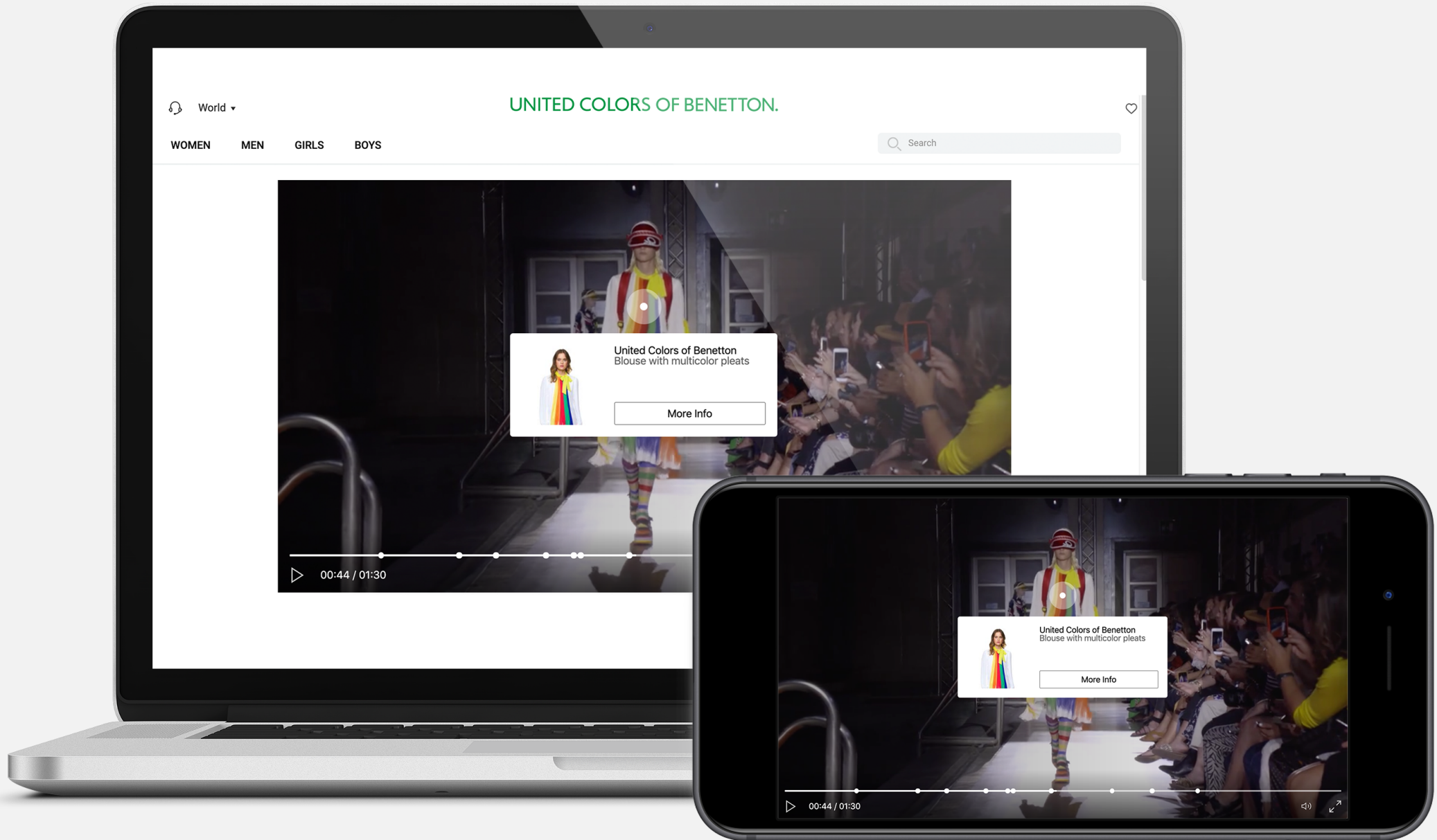
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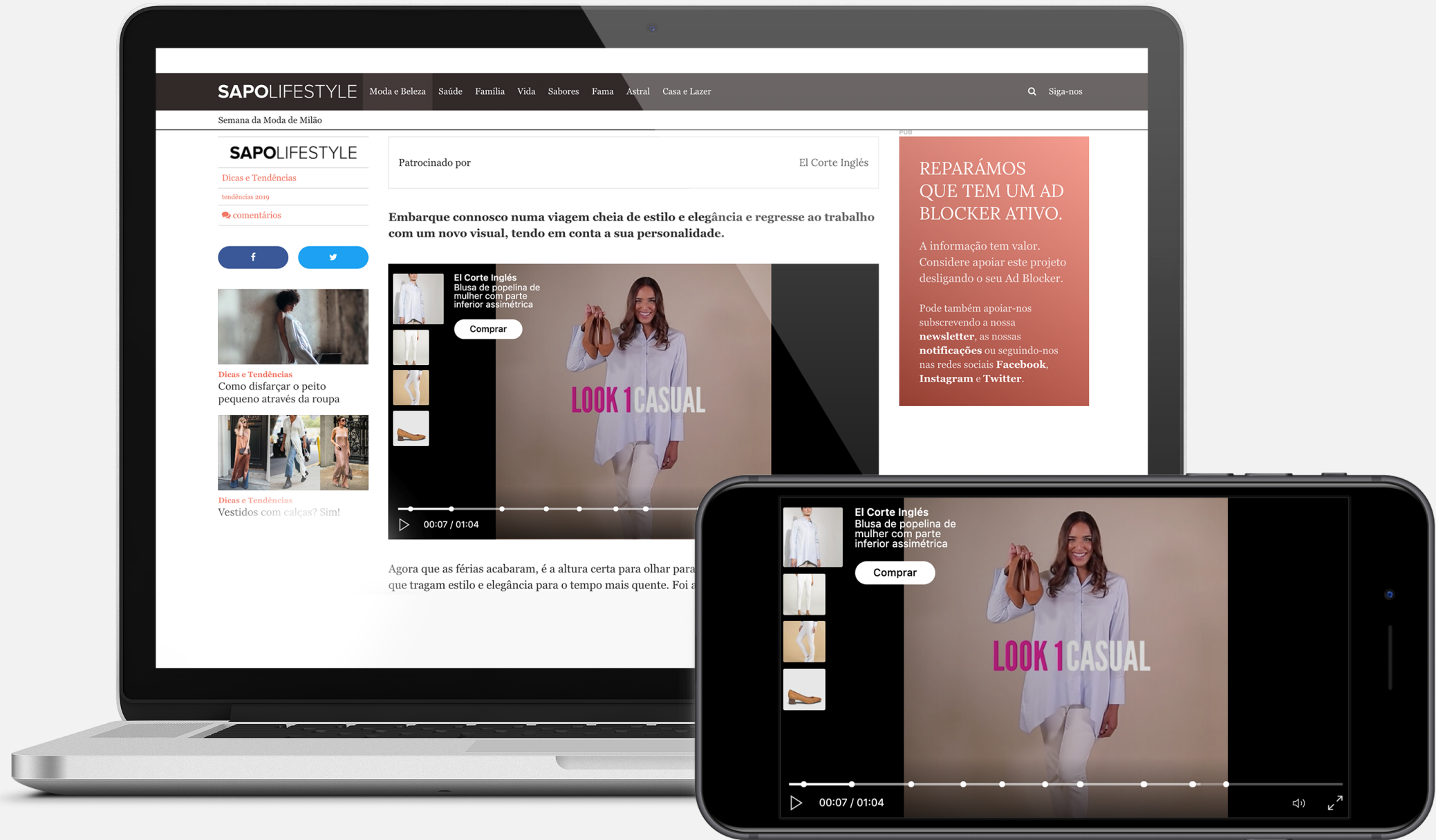
URL <https://www.instagram.com/iamcardib/>

Button text Visit Instagram



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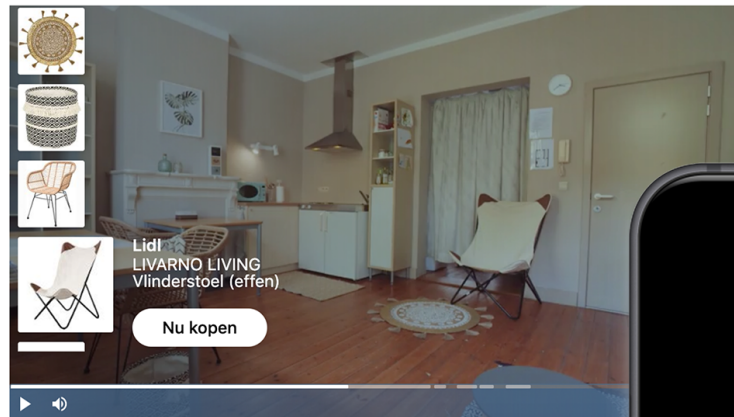
AANGEBODEN DOOR [lidl-shop.be](#)

STYLINGTIPS VOOR EEN STUDENTENKOT MET EEN SCANDINAVIAN LOOK

Print

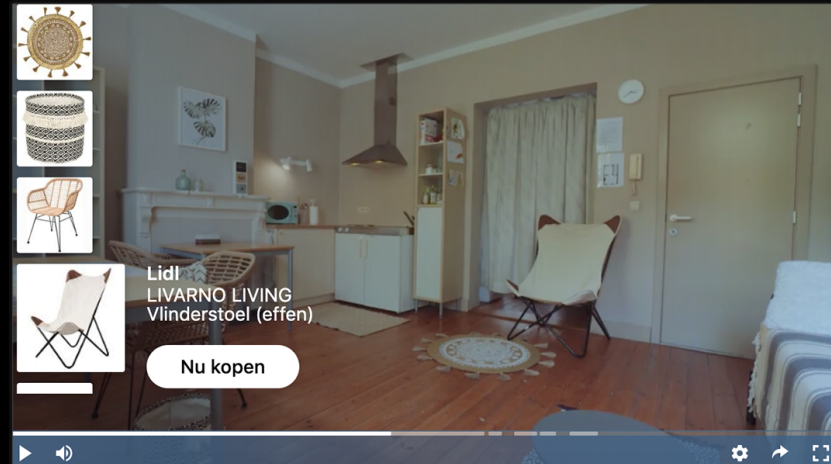


Back to kot: pimp je badkamer



Lidl
LIVARNO LIVING
Vlinderstoel (effen)

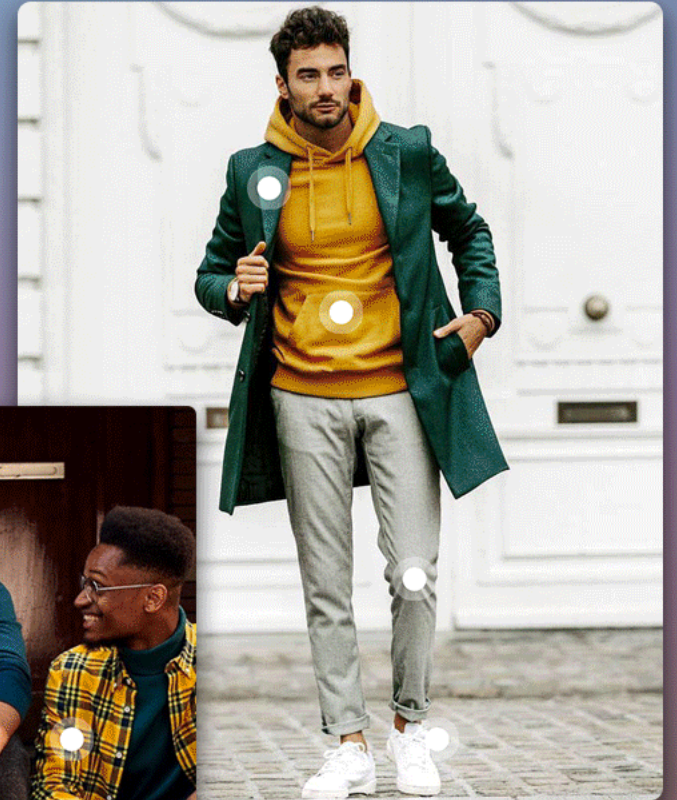
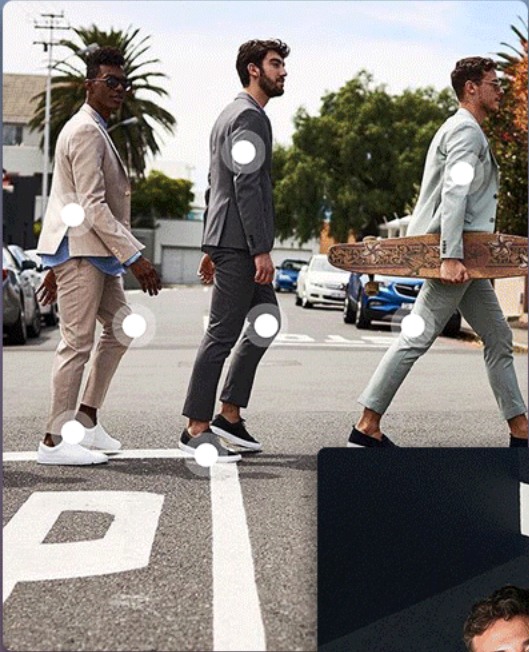
Nu kopen



Lidl
LIVARNO LIVING
Vlinderstoel (effen)

Nu kopen

Your content becomes your *inventory*



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allerhande^{ch}



MANGO

ESTÉE LAUDER

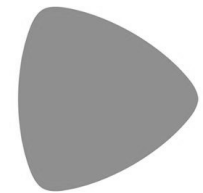


MARIE JO

ELLE

s a n o m a

ColliShop



zalando

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2 Offices

25 Employees

More than:

50 Customers

5M Funding

200.000 Minutes of video

1.000.000 Pictures interactive

Core partners:



Thank you!

Any questions?